General Plan Update Early Community Outreach Meeting Developer Roundtable February 16, 2007

- 1. What do you like about living in, working in or visiting San Jose?
 - Restaurants/Bars Nightlife
 - Safe Downtown (walking)
 - Technology/innovation focus
 - Diversity
 - Great outreach/communication
 - Neighborhoods self-sustained/mixed use (Santana Row) Spread through out City
 - Arts and Culture
 - Traffic better than Los Angeles/San Francisco
 - Diverse retail/Community Services
 - Comfortable living in "Small City" within large Metropolitan area
 - Sense of place, City of Neighborhoods, kids playing in streets
 - Downtown sense of comfort (not crazy), business gets done
 - Safest big City of San Jose Great natural beauty/nearby
 - Convenient transportation/access to Airport
 - Downtown events year-round SHARKS
 - Civic participation/volunteerism
 - Less alienated community
 - Ownership
 - Seamless blend between Cities
 - Mixture of old and new
- 2. What would you like to see changed about San Jose in the next 20-30 years?
 - Perception of San Jose within and outside Bay Area
 - Community image, lack of self-esteem
 - Accept who we are!
 - Reduce red tape continuous improvement
 - GP in place, still lots of time/effort to approve
 - Change community perception Development good contributes to community and City Staff
 - What happens if development stops? Impacts generated elsewhere
 - Intensification coming why/how good Staff attitudes need to embrace Public/Private partnership (dispel Us vs. Them)
 - Continue private sector coordination
 - Design flexibility in guidelines design diversity market -based
 - GP, Zoning form –based, less need for process

General Plan Update Early Community Outreach Meeting Project Advisory Committee (PAC) February 28, 2007

- 1. What do you like about living in, working in and visiting San Jose?
 - Short skyline, lowered heights in neighborhoods. Height is focused in downtown.
 - Big city but has a small town feel to it.
 - The city is open to ground-up planning (lots of community input).
 - Feel of neighborhood identity and togetherness.
 - The nice weather.
 - It is centrally located to S.F., the coast, the mountains, etc.
 - Strong neighborhood involvement.
 - Preservation of hillsides and trees (greenery).
 - It's a clean City of San Jose.
 - Professional sports teams (the Sharks hockey).
 - There are sports/play fields.
- 2. What would you like to see changed about San Jose in the next 20-30 years?
 - Drugs, gangs, and child molesters in our neighborhoods and parks (get them out).
- 3. What kind of Community outreach and communication is most useful/ effective?
 - Don't "shelve" community plans.
 - Community must be listened to (currently doesn't feel listened to).
 - Make sure everyone is on the same page; what are we being asked? Have a better structure, Need to talk to developers, business, and residence in the same room, not separately
 - Start with the schedule (where does the community fit in).
 - Help people focus, no open ended questions.
 - Need more GP 101/education.
 - Communication loop is important, come back to the community to let them know what the City did with their feedback.
 - Growth projections are incorrect.
 - Jobs only grow at a third of the rest of the county in San Jose.
 - 3-5 more years of fiscal instability due to bad implementation of planning.
 - Look at the New Orleans GP Update ... they are using simulcast to include everyone.
 - You need to reach those that are not already active (i.e., in neighborhood associations or NACs).
 - Use District-wide meetings.
 - Use the existing Outreach Policy adopted by the Council.

- Bring a copy of the Land Use Designation map to the meetings to explain to people what it is.
- Make sure everyone has the same expectations regarding what is involved with the GP Update and what may change.
- Need to include the religious community.
- Make sure the outreach process is sustainable.
- Guide the presentation to the groups and/or expertise you are meeting with.

Additional Questions/Comments

- Why are we doing an Update to the General Plan?
- Have we hit our "mark" on the previous and existing General Plan?
- How much is the preliminary budget?
- Feel misrepresented!
- Not everyone wants the city to grow!
- Expect resentment by the community with an update which emphasizes on growth ... the community is already over burdened with people and traffic.

General Plan Update Early Community Outreach Meeting Housing & Community Development Advisory Commission March 15, 2007

- 1. What do you like about living in, working in, or visiting San José?
 - Low crime rate.
 - The good weather.
 - San Jose is a leader in building affordable housing.
 - There is a large number of high quality schools to choose from.
 - The diversity of the people and communities.
 - Neighborhoods are a friendly place where neighbors know each other.
- 1. What would you like to see changed about San Jose in the next 20-30 years?
 - Improve/expand the City's public transit.
 - Need more mom and pop stores
 - Need health services downtown
 - Need more fitness programs in schools to fight obesity in children
 - Increase the densities downtown; Vibrant mixed-use, Walk to services (public transit), Should include all incomes (workforce housing), Need service jobs
- 2. What kind of Community outreach and communication is most useful/ effective?
 - Go to the NACs. SNI Neighborhood Action Committees
 - Make use of email lists.
 - Ensure advanced notice before all meetings.
 - Look at Las Vegas and their use of public television for noticing.

General Plan Update Early Community Outreach Meeting Greater Gardner SNI NAC March 19, 2007

- 1. What do you like about living in, working in and visiting San Jose?
 - Neighborhoods and Community
 - Small town but feels like a big city
 - City used to feel like not too crowded, now starting to lose that feeling
 - New community centers, parks and libraries
 - Older neighborhoods, historic houses, trees
 - Neighborhood feel, neighborhood involvement, Community outreach by city
 - Great future potential with City Staff and Community Leaders
- 2. What would you like to see changed about San Jose in the next 20-30 years?
 - Lack of private open space in new higher density housing
 - City can't afford to fix its swimming pools
 - Not enough Police officers now, much less for future population growth
 - Need more job opportunities instead of housing
 - Need more services for aging population
 - New infill development should be compatible with existing neighborhoods
 - Preserve historic buildings
 - Green the community
- 3. What kind of Community outreach and communication is most useful/ effective?
 - Use web techniques like blogs or podcasts
 - For people without computers regular mail, school flyers, door hangars, cable TV
 - Ask young people what they want their community to be like
 - Use community events like BBQ's for public outreach
 - More police, less crime, safe neighborhoods
 - Inadequate staff for new City facilities

General Plan Update Early Community Outreach Meeting Market-Almaden SNI NAC March 20, 2007

- 1. What do you like about living in, working in and visiting San Jose?
 - Restaurants, Galleries
- 2. What would you like to see changed about San Jose in the next 20-30 years?
 - More restaurants, galleries
 - More walk able shopping
 - More public art along Guadalupe River
 - Need a diverse art committee
 - Preserve San Jose's history
 - Connect public transit
 - Diversity, movement towards downtown
 - Urban Infill
 - Free activities & events
 - Greening of the City
- 3. What kind of Community outreach and communication is most useful/ effective?
 - Teach local history
 - Advertise the Plan free papers
 - Accessible transportation
 - BART extension update
 - ACE train to Santa Cruz
 - Street trees
 - Hi-quality blog simple, focused on topic

General Plan Update Early Community Outreach Meeting Parks & Recreation Commission March 21, 2007

- 1. What do you like most about living in, working in and visiting San Jose?
 - Hills are green; better than Daly City.
 - Historic resources (esp. Homes) protected
 - Famous historic architecture
 - Even though it's large, many places still feel small town
 - Some sprawl is positive
 - Has urban center, but suburban quality
 - Developing alternative transportation (mass transit & trails)
 - Inclusiveness of people and city government; outreach to cultural groups
 - Strong ethnic identities & community
 - No incompatible infill development (high density next to single family)
- 2. What would you like to see changed about San Jose in the next 20-30 years?
 - Let's not move the Urban Growth Boundary
 - Strengthen conservation policies
 - Used to like low traffic...concerned about future. Avoid L.A. & San Francisco
 - Define charm differently then other large cities
 - Model neighborhood business districts after Willow Glen
 - More Green & more acreage
 - Diversify (sports, pool, cricket, passive)
 - Better comprehensive planning
 - Better traffic mitigation & foresight of traffic impacts from infill development
 - Better transit integration (LRT to Eastridge)
 - Since we have sprawl. Long commute times = need for higher transit ridership
 - Don't change standards already in place (park acreage standard & traffic LOS)
 - Pursue energy conservation as major strategy for economic development
 - If you do BART. Don't do Coyote Valley
 - Free Wi-Fi citywide
 - Beyond Wi-Fi, distributed work options
 - New zoning designations
 - More alternative transit options (BART, LRT, cheaper taxis, bike lanes, trails)
 - Parks add to quality of life
 - Community hubs (ethnic, cultural, social)
 - We assume our economy will be high-tech... will it?
 - Vision/Mission statement for General Plan
 - For as large as San Jose is, Down Town is DEAD

- 3. What kind of Community outreach and communication is most useful/ effective?
 - Public meetings are great, but the same people come every time
 - Phone
 - Mail survey
 - Website input

General Plan Update Early Community Outreach Meeting Environmental Groups March 26, 2007

- 1. What do you like about living in, working in and visiting San Jose?
 - Weather
 - Hillsides, natural settings
 - Wetlands, rivers
 - Safe City
 - Diverse (activities, food)
 - Various neighborhoods
 - Downtown paseos (human scale to downtown
 - Greener " green policy
 - Airport
 - Ease of travel
 - Libraries
 - Investment for more parks and libraries (public spaces
 - Existing policies (riparian, green, etc., but need to be implemented)
 - Urban forest (preserve & grow)
- 2. What would you like to see changed about San Jose in the next 20-30 years?
 - Better job of historic preservation (reuse instead of Demo/infill)
 - For South Almaden Valley Urban Reserve to be permanent greenbelt
 - REAL Bus Rapid Transit
 - More alternate modes of transportation. (pedestrian friendly, bike lanes, take advantage of topography)
 - More cultural facilities (large spaces for more venues & different types of arts & activities), outdoor activities (performance & sports)
 - More urban green spaces
 - Greater pedestrian safety, esp. for children going to school
 - Schools to be equally desirable
 - More street trees, less cars.
 - TOP 3 of green cities
 - Preserve farm lands
 - Organic farms to provide all foods to schools
 - Meet Mayor's green challenge
 - All new buildings to be LEED certified
 - More use of recycled water & native plantings

- Don't expand (and even narrow) road networks
- Reduce parking requirements
- Onsite storm water treatment for all projects
- Increased pervious surfaces (streets, parking, etc.)
- Incentives for building green
- Lessen demand for energy and smarter use of materials
- Encourage alternate roofing (vegetative, PV, solar water, reflective)
- Public leaders that support green building, net Zero emissions, carbon neutrality
- Provide measurable goals (zero waste policy)
- Locate green economy & industry in San Jose
- Change Riparian Corridor policy to an ordinance (after studying BMP's)
- GP should direct all Specific Plans
- De-annex or rezone land outside USBA
- Industrial Land conversion to be re examined
- Conserve HI uses & Lands
- 3. What kind of Community outreach and communication is most useful/effective?
 - Notices in Community newspapers
 - More social BBQ or picnic for public meetings ("GP" & Wine festival)
 - Use Councilmember's every way possible
 - Work w/ faith-based groups
 - County Health groups
 - Contact neighborhood associations
 - Booths at Music in the park or similar, W/ hands on activities. Provide tangible examples of different densities
 - Blog & Blog & Blog

General Plan Update Early Community Outreach Meeting Five Wounds Brookwood Terrace NAC March 27, 2007

- 1. What do you like about living in, working in and visiting San Jose?
 - Short Commutes
 - Neighborhood participation
 - High-density housing by transit corridors
 - Police, community policing
 - Education, libraries
 - Good geographical location –close to regional amenities
 - Community roots
 - Bike trails / lanes
 - Unobstructed views of hillsides/mountains
 - Vibrant downtown
 - Nationwide environmental leader
 - City supports programs like CommUniverCity
- 2. What would you like to see changed about San Jose in the next 20-30 years?
 - Increase/continue current programs e.g., anti graffiti
 - Plan for future maintenance with new facilities built
 - Finish unconnected trails
 - Integrated, well-done local/regional transportations system e.g., Pittsburgh
 - Sunshine reform i.e., Coyote Valley Development, why is so much money spent on CV infrastructure for a community that hasn't been approved?
 - Model cities Chicago with integrated transportation system New York
 - Need better walking distance to bus stations and other transit modes
- 3. What kind of Community Outreach and communication is most useful/ effective?
 - Libraries
 - Community Centers
 - Churches
 - Websites can be hard to use, need to be multilingual, some people do not have Internet access
 - Ads on busses, at bus stations
 - Community and ethnic newspapers, not just Mercury News
 - Radio station ads community, ethnic
 - Neighborhood list services

General Plan Update Early Community Outreach Meeting Business Forum March 27, 2007

- 1. What do you like about living in, working in or visiting San Jose?
 - Safe large City of San Jose
 - Green and pleasant
 - Climate
 - Job opportunities
 - Artistic outlets
 - Attractions Arts, sports and Entertainment Active Active Downtown
 - Education
 - Tourism/Convention Center
 - Airport accessible
 - Easy to get around
 - Multicultural Dining
 - Golf
 - Libraries
 - Well planned
- 2. What would you like to see changed about San Jose in the next 20-30 years?
 - More commerce downtown
 - More exciting downtown
 - Capital of Silicon Valley
 - Business Center
 - Arts, Tech, Downtown come together
 - Building heights downtown / Architectural identification
 - Bring residents downtown
 - Eyesores: Monterey Road
 - Grander Airport, easier to negotiate, make friendlier; REF: SFO
 - Opposite of Blandness needs to be achieved: vibrancy via less planning to remove obstacles - Willow Glen has quality, Music in the Park, Farmers Market, Peters Bakery – Transformative place, vibrancy -- Think differently, or gradually create context for next General Plan
 - Plan for number of centers; e.g., Santana Row, Downtown
 - Don't scale back BART to San Jose
 - Need implementation strategies e.g., Convention Center expansion process—
 - Arts funding tied to whims of business cycle; need sustainable funding strategy
 - Huge development areas planned but not connected to transportation.

- UGB/USA should be expanded. Road congestion North 1st is 2-lane road.
- General Plan update every four (4) years, not ten (10)
- Orderly can deter from vibrancy, e.g., signage, change attitude to encourage signage, more people = vibrant places
- Great cities not easy to drive or park
- Connect all business areas: North 1st, Downtown, Coyote
- Valley Fair expansion needs to be supported by transportation improvements.
- Re-examine big box retail strategies.
- Hong Kong exciting commercial city. Signage is icon. Represents freedom of creative expression. Planned infrastructure makes sense.
- Use infrastructure for top down guidance Corporate headquarters, 24/7 Arts downtown, signage downtown
- Clean up Garbage on Freeways
- Need an Implementation Strategy in the General Plan
- Plan Housing for population growth, e.g., Coyote Valley, outside UGB, need reasonably priced homes
- Projections: anticipate job growth for healthy housing market.
- Recreation facilities for all ages. San Diego good model, sports facilities, dog park, community centers, instead of Home Depots
- Art and architecture needed in downtown core. Replace bad art, meld Art and Architecture together
- Build and maintain parks and recreation
- Maintain architecture review board
- 3. What kind of Community outreach and communication is most useful/effective?
 - Need concurrent dialogue w/standard question and answer format. Live blog to discuss six or seven complex issues.
 - Contests
 - Movies on Website
 - City Manager/Mayor to talk to media about General Plan
 - Contests in schools

General Plan Update Early Community Outreach Meeting Historic Landmarks Commission April 4, 2007

- 1. What do you like about living in, working in and visiting San Jose?
 - Safe, clean, good looking
 - Provides most of services needed
 - Weather
 - Hockey Team
 - Globally/culturally diverse
 - Distinct identity within South Bay
 - Education level meritocracy, open society
 - Upwardly mobile
 - Innovation/Creativity
 - Too big?
 - Gotten business into town
 - Small big city
 - Has distinctive neighborhoods
 - Not newer neighborhoods
 - Downtown is walk able*
 - Need to be a destination
 - No ring of industrial
 - Downtown has high rises (limited to)
 - Green
- 2. What would you like to see changed about San Jose in the next 20-30 years?
 - Historical Preservation Better recognition progress without obliterating past
 - Urban Village Concept
 - Less concentration on Downtown
 - o Change "prune pickers" image
 - Need an anchor to retain people
- 3. What kind of Community outreach and communication is most useful/effective?
 - Ethnic Groups
 - "Experts" Firms and organizations that specialize in tabulating
 - Radio/Television/Internet
 - Comcast
 - Major corporations Cisco, Adobe, etc.,
 - HR Surveys

General Plan Update Early Community Outreach Tully Road – Senter Road NAC April 5, 2007

- 1. What do you like about living in, working in and visiting San Jose?
 - Expensive place to live, nice weather, losing Silicon Valley business
 - City opportunities
 - Places they like to go: Raging Waters, Tech Museum
 - Good location near San Francisco good place to live, work and play
- 2. What would you like to see changed about San Jose in the next 20-30 years?
 - Make city cleaner and healthier
 - Implement youth programs
 - Parks and open space
 - Implement Community activities for all
 - Adult education
 - Health services for all
 - Light Rail to Airport
 - Expensive public transportation
 - Parking and traffic congestion
 - Inoperable cars
 - Overcrowding
 - Lack of parking
- 3. What kind of Community outreach and communication is most useful/ effective?
 - Food
 - Make it a party
 - Newspapers, web, emails, radio, TV, flyers, use School system
 - Meetings in different areas in their language
 - Come to the neighborhoods, schools for meeting

General Plan Update Early Community Outreach District #8 Community Roundtable April 10, 2007

- 1. What do you like about living in, working in and visiting San Jose?
 - Destination creation
 - Like level of Diversity
 - More open space for public
 - Weather
 - Arboretum, Aquarium for research and tourism Focus on Pacific Wildlife
 - University connections to community
 - Safety maintain current level
 - Good infrastructure for higher densities
 - Commuter friendly City
 - Elementary, High School Public Education Ownership of school district
 - Parental guidance
 - Homelessness/Charitable City
- 2. What would you like to see changed about San Jose in the next 20-30 years?
 - Open minded City officials to change existing traffic
 - More community centers for Seniors
 - Give people hope of change
 - Retaining businesses/Industrial (IBM) High tech friendly
 - Portland, Oregon good example
- 3. What kind of Community outreach and communication is most useful/ effective?
 - Emphasis on taking community input into decisions
 - Are we going to expand greenline?
 - How well is General Plan protected? Can it be easily amended?
 - o Answer: Can be amended 4 times a year
 - Not just a color on the map
 - Goals/policies are the goals
 - Time Magazine
 - Underground transport
 - Green City/Environmentally
 - Non-Urban/urban balance
 - Bicycling friendly
 - Public art program being emphasized
 - Bedroom Innovator of Silicon Valley

General Plan Update Early Community Outreach Meeting District #9 – District #10 April 10, 2007

- 1. What do you like about living in, working in and visiting San Jose?
 - Good place to raise a family
 - Companion to SFO and New York
 - Small town feeling
 - Surrounded by country side, hills (no development on hills)
 - Weather
 - Diversity, people, cultural resources
 - Education
 - Safe feeling all areas, not this one
 - Cultural goodwill (different from other cities), open, friendly
 - Community alive, vibrant
 - Receptivity to new ideas: sports, cultural events, new ways of doing things, open mind
 - People vote for things that improve quality of living libraries
 - Neighborhoods identity protected (WG house)
 - County Parks
- 2. What would you like to see changed about San Jose in the next 20-30 years?
 - House sizes neighborhood input existing FARs/lot size, coverage (ratios) discrepancy and tree removals/Single family home additions
 - Hillsides being protected Silver Creek?
 - Expectations: growth, preservation, resources
 - Realistic that San Jose an accommodate growth (LOS) (Parks)
 - Country hills unaesthetic pleasant input on design? Plan tree planting @ beginnings to hide what's there.
 - Is there a City Architect
 - o Concerns about "architectural design", not having it
 - Sustainable City, had momentum
 - Global warming
 - How can they develop their Community Centers? (not only parks across the spectrum) Coyote Plan included g-build.
 - Urban Forest concept (would have helped Country Hills)
 - Sustainability, environmental, social, fiscal, economical, quality of living
 - Maintenance, not doing it not sustainable, go back to original concepts.
 LOS, cleaning freeways (General Plan 1975) what happened?
 - Balance job/housing, affordable housing doesn't provide that balance
 - Community involvement

- Planning/maintenance. Indian land conversions benefit to the Monster house? Fiscal impacts every great city great neighborhoods/housing
- Emphasize retail transit stations and high density
- 3. What kind of Community outreach and communication is most useful/effective?
 - How was this meeting set up?
 - Email how it happens
 - Tonight's mostly heard via email
 - BLOG?
 - Flyers
 - Local newspapers
 - These changes are going to happen in the near future
 - What can we do to keep things we value now?
 - Sunshine Task Force
 - Fake development and vacant lots reaction.
 - Engage young people
 - HOA
 - My Space, You Tube
 - Local High Schools get input from them: environmental clubs/English
 - Student representatives

General Plan Update Early Community Outreach Meeting Planning Commission April 11, 2007

- 1. What do you like about living in, working in and visiting San Jose?
 - Born here "home is home"
 - Close to jobs, ocean, other big cities, and other good places
 - Open (want to preserve)
 - Downtown improved, Cinco de Mayo (Paseo Festivals), Destination
 - Live where we work
 - Building quality has improved
 - Small town feel support neighborhoods, historic preservation, "free city", we can prioritize sustainability
 - Education opportunities Stanford, Berkeley
 - Size still many opportunities to grow
 - Proximity to Nature (access)
 - In last 20 25 years has embraced <u>diversity</u>
- 2. What would you like to see changed about San Jose in the next 20-30 years?
 - Park system need more access (more quantity, location, bigger)
 - Plan better for continuing growth
 - Be aggressive about being a sustainable City (alternative tech)
 - Municipal programs using sustainable methods (building energy)
 - Lead as The Green City (city employees, City Council, Planning Commission)
 - Partner with Schools creative funding, long term investment in San Jose future
 - Acknowledge/Accept growth will happen and plan accordingly for higher densities – Involve neighborhoods
 - Shift to "Innovation Capitol of Silicon Valley"
 - See a jobs/housing balance
 - Be cautious of industrial conversions
 - Determine "Who we want to be" (housing, industry...)
 - Responsibility to house workforce
 - Put number/percentage limit on industrial conversion in the General Plan
 - Affordable housing should be quality housing
 - Safeguards to guarantee long term livability
 - Pride of ownership
 - Use of HOAs
 - Encourage range of incomes

- Better "Sense of Place"
- Identification for the City and build from there
 - o Green Building
 - o Innovative Children's Programs
 - o Why come here and spend money?
 - Historic walking tours, stories, people (Cesar Chavez), social justice (musical company – other special gems)
 - o Plazas, Temple
 - o "The world in one city"
- Flexibility (facilitate) for Neighborhood Community based needs/wants
- Transit to all areas (within 2 mile walk)
 - o An interesting walk-a-trail, retail opportunities/points of interest
 - o Shuttles, free
 - o Car share programs
- Transportation mindset
 - Marketing it better
 - Change the mindset of what it means to take public transportation-Reasonable,
 Convenient, Entertainment, Event based (Christmas in the Park)
- Get people out
 - o Create opportunity for "community to happen"
 - Safety when out
- Use technology know-how to reduce need to commute
 - o Distributed work places
- 3. What kind of Community outreach and communication is most useful/effective?
 - Seek out the people who usually do no attend meetings (office workers....)
 - Knock on doors
 - Newspaper including Community Newspapers) Work with Adobe and community involved employees
 - Corporate
 - San Jose State University
 - Young and old

General Plan Update Early Community Outreach Meeting Washington NAC April 12, 2007

- 1. What do you like about living in, working in and visiting San Jose?
 - Multicultural
 - Walk around and feel safe
 - Safe City
 - Get around with public transportation
- 2. What would you like to see changed about San Jose in the next 20-30 years?
 - More lighting
 - Parks get more parks open to the public, builders should contribute
 - Environment
 - No high rise building modest bright safe buildings (safe from earth)
 - More activity for families downtown events
 - Neighborhood compatible heights
 - Shopping downtown need more
 - Access to the rivers
 - Don't like the unsafe streets. Need more security
 - Need more Police to be nicer to community.
 - More "green" buildings
 - Less industrial areas near residential properties
 - Preserve historical buildings
- 3. What kind of Community outreach and communication is most useful/effective?
 - Radio 1590 traffic station
 - Website City Website
 - Email
 - TV
 - Newspaper Mercury News
 - Postings at Community Centers
 - Big Tents District #3 works well